

ORDER



Orders
Order / Rev: 360260
Alt Order #: 06860528
Product Desc: JOE HECK
Estimate: 2797
Flight Dates: 10/03/12 - 10/16/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe
Demographic: A35+
Product Codes: PL State Senate
Priority: P-03
Revenue Codes: HOUSE, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	73	\$28,600.00	\$24,310.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	73	\$28,600.00	\$24,310.00	0.00
Totals	73	\$28,600.00	\$24,310.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	26%	\$28,600.00
Market	100%	\$110,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	34%	\$37,400.00
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	31%	\$34,100.00
KTUD	1%	\$1,100.00
KVMY	4%	\$4,400.00
KVVU	4%	\$4,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/03/12	10/05/12	M-F 6-7am Action News	CM	M-F 6-7a	-- WTF--	:30	3	\$325.00	P-03	0.00	NM	3	\$975.00

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KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	10/03/12	10/04/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P -- WT---	:30	2	\$250.00	P-03	0.00	NM	2	\$500.00
MILLIONIAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- WT---				2	\$250.00		0.00			
E 14	KTNV	10/08/12	10/11/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P M- WT---	:30	3	\$250.00	P-03	0.00	NM	3	\$750.00
MILLIONIAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- WT---				3	\$250.00		0.00			
E 15	KTNV	10/15/12	10/15/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P M- - - - -	:30	1	\$250.00	P-03	0.00	NM	1	\$250.00
MILLIONIAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -				1	\$250.00		0.00			
E 16	KTNV	10/03/12	10/05/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p -- WTF--	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$350.00		0.00			
E 17	KTNV	10/08/12	10/12/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MTWTF--	:30	5	\$350.00	P-03	0.00	NM	5	\$1,750.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$350.00		0.00			
E 18	KTNV	10/15/12	10/16/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MT- - - - -	:30	2	\$350.00	P-03	0.00	NM	2	\$700.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT- - - - -				2	\$350.00		0.00			
E 19	KTNV	10/03/12	10/05/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p -- W- F--	:30	2	\$350.00	P-03	0.00	NM	2	\$700.00
MILLIONIAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- W- F--				2	\$350.00		0.00			
E 20	KTNV	10/09/12	10/12/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p - TW- F--	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
MILLIONIAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TW- F--				3	\$350.00		0.00			
E 21	KTNV	10/16/12	10/16/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p - T- - - - -	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
MILLIONIAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- T- - - - -				1	\$350.00		0.00			
E 22	KTNV	10/03/12	10/05/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p -- WTF--	:30	3	\$600.00	P-03	0.00	NM	3	\$1,800.00
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$600.00		0.00			
E 23	KTNV	10/08/12	10/12/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MTWTF--	:30	5	\$600.00	P-03	0.00	NM	5	\$3,000.00
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$600.00		0.00			
E 24	KTNV	10/15/12	10/16/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MT- - - - -	:30	2	\$600.00	P-03	0.00	NM	2	\$1,200.00
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT- - - - -				2	\$600.00		0.00			
E 25	KTNV	10/06/12	10/06/12		CM	Sat 7a-8a GMA - - - - - S-	:30	1	\$275.00	P-03	0.00	NM	1	\$275.00

KTNV - Las Vegas